

Book review on "The Age of Surveillance Capitalism" by Shoshana Zuboff

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SEMINAR: LIFE ENGINEERING

Overview

- Introduction & Background
- Summary of the book
- Key Arguments & Personal Reflections
- Discussion
- Wrap-Up

Introduction & Background

- Author- Shoshana Zuboff, American author, written in 2019.
- Why she wrote the book?
- What is the book about? What she wants to convey?
- Why is Surveillance Capitalism relevant today?

Summary-Main parts

- Part 1: The foundation of Surveillance Capitalism
- Part 2: The Advance of Surveillance Capitalism
- Part 3: Instrumentarian power for a Third Modernity
- Part 4: A Coup From Above

Arguments

- Behavior manipulation
- New markets from predictive knowledge
- Instrumentarian power
- Dark patterns to reveal more data
- Cookies & tracking

Strength & Weakness

STRENGTHS

- Well researched
- Good examples
- Thought-provoking

WEAKNESS

- Negative aspects
- Lengthy and repetitive
- Solutions

Target Audience

- Who is this book for?
- Why it appeals to this group?
- Do we need prior knowledge?

Q&A - Discussion

- How do you feel after knowing about the amount of data collected?
- What things can be predicted about you based on your data?
- How to react to people: 'I have nothing to hide!'.
- How can individuals become more informed and proactive in protecting their privacy and data rights in the era of surveillance capitalism?

Wrap-Up

- Call to action
 - Encourage Data Privacy Awareness
 - Review privacy settings
 - Mindful of Data Sharing
 - Use privacy tools and Technologies
 - Minimize Data collection
 - Audit Digital footprint



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'The Age of Surveillance Capitalism:

A Fight For A Human Future At The New Frontier of Power' written by Shoshana Zuboff

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